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Monero Cryptocurrency Film #1 in USA

The Top Movie in America Was about Your Privacy

Los Angeles (April 21, 2020) - Amid concerns of government privacy intrusions during the COVID-19 pandemic, the number-one movie in America – if only briefly – was about privacy. Enthusiasts of the leading privacy-focused cryptocurrency Monero created a pop-up film distribution and production company to release a feature-length documentary movie *Monero Means Money: Cryptocurrency 101, Live from Leipzig*.

The goal was to release a movie to raise awareness for electronic and financial privacy rights while supporting independent cinemas in a time of acute economic need. The project was executed by passionate and talented cryptocurrency volunteers self-organizing around the globe.

Monero Means Money **achieved #1 at the US box office on the weekend of 4/10** with $3,430 in sales. It was #1 for the week of 4/10 with $3,500 in sales, and #4 for the weekend of 4/17 (Note: The Numbers currently only gives the movie standing for the weekend of 4/17. It was included in the 4/10 chart for about 2 hours (as shown in the snapshot above) before being taken down temporarily as The Numbers assesses how to categorize movies that are predominantly released digitally). ***Monero Means Money*** **is the #1 cryptocurrency documentary on IMDB** and #5 among releases with the keyword "cryptocurrency." It has an IMDB rating of 8.9/10, indicating rave reviews.

On Friday April 10th, the film premiered at Laemmle Theaters in Los Angeles to purchased-but-unfilled seats. With proceeds supporting independent theaters, the Monero community rallied to buy tickets with credit cards, Monero, and other cryptocurrencies at the website moneromeans.money. The movie is running at the Tampa Theatre as part of their Limelight Speaker Series until 4/27 and was screened (to empty seats) at the Parkway Theater & Film Lounge outside Pittsburgh. All these theaters received much-appreciated support.

In the film, cryptocurrency expert Dr. Daniel Kim (PhD physics, Harvard; MBA, Yale) describes the technical, economic, and social impact of various forms of money, including traditional currency, Bitcoin, and Monero. Dr. Kim, the Founder and Principal of Sweetwater Digital Asset Consulting, LLC, explains that Monero is unique among projects in its provision of decentralized digital scarcity and digital privacy.

"Our world is becoming increasingly digital, including our money, but most digital information is easily tracked," said Howard Chu, CTO at Symas and co-designer of Monero's proof-of-work

RandomX. "Monero is unique in bringing money into the digital realm without sacrificing the privacy of physical cash."

Monero amounts by default don't have a knowable history or origin, so any unit of Monero is exchangeable for any other, as with cash. Individuals and businesses that want to conduct business with cryptocurrency prefer using Monero for its cash-like properties.

"This fun experiment and achievement are a testament to belief in Monero and the strength of Monero's community," said Justin Ehrenhofer, the director and producer of *Monero Means Money*. "We hope it motivates others to discover Monero and to join the growing community."

As Dr. Kim states in the movie, "A surveillance state in which everybody's financial transactions are tracked and surveilled and looked at is not an open society that we want to be living in."

About Monero

Monero launched in April 2014 in response to privacy and incentive issues present in Bitcoin. Ongoing improvements have provided better security and privacy and made Monero easier to use. It has attracted over 500 developers, the third highest code contributor count among all cryptocurrencies. Monero advances digital finance, striving to be the most fungible cryptocurrency.

For more information, please refer to the *Monero Means Money* press kit, moneroooutreach.org/news/monero-means-money-presskit.html.

The Monero Community Workgroup is a semi-autonomous workgroup focused on Monero events and education.

SOURCE Monero Community Workgroup